



**UNHCR**  
The UN Refugee Agency



WFP  
World Food  
Programme

**JOINT PROGRAMME EXCELLENCE AND TARGETING HUB**

# JOINT TARGETING GUIDANCE TRAINING PROGRAMME

## Targeting Methods and Eligibility Criteria




# STEPS IN THE TARGETING AND PRIORITIZATION PROCESS

Assessment	STEP 1	REGISTRATION
	STEP 2	ASSESSMENT AND ANALYSIS
Programme design	STEP 3	DECIDING WHETHER TARGETING IS APPROPRIATE
	STEP 4	SELECTING THE TARGETING METHODOLOGY
	STEP 5	DEFINING THE ELIGIBILITY CRITERIA
	STEP 6	VALIDATING THE TARGETING METHODS AND CRITERIA
Programme implementation	STEP 7	COMMUNICATIONS, APPEALS AND FEEDBACK MECHANISMS
	STEP 8	IDENTIFICATION/ IMPLEMENTATION
Monitoring	STEP 9	MONITORING



# Learning objectives

After this session, you will be able to:

-  Describe pros and cons of different targeting methods
-  Decide on the most suitable targeting method(s) for a given situation
-  Outline key considerations for defining eligibility criteria

# Session schedule



Overview of methods: Pros and cons



Scenario exercise deciding on methods



Eligibility criteria



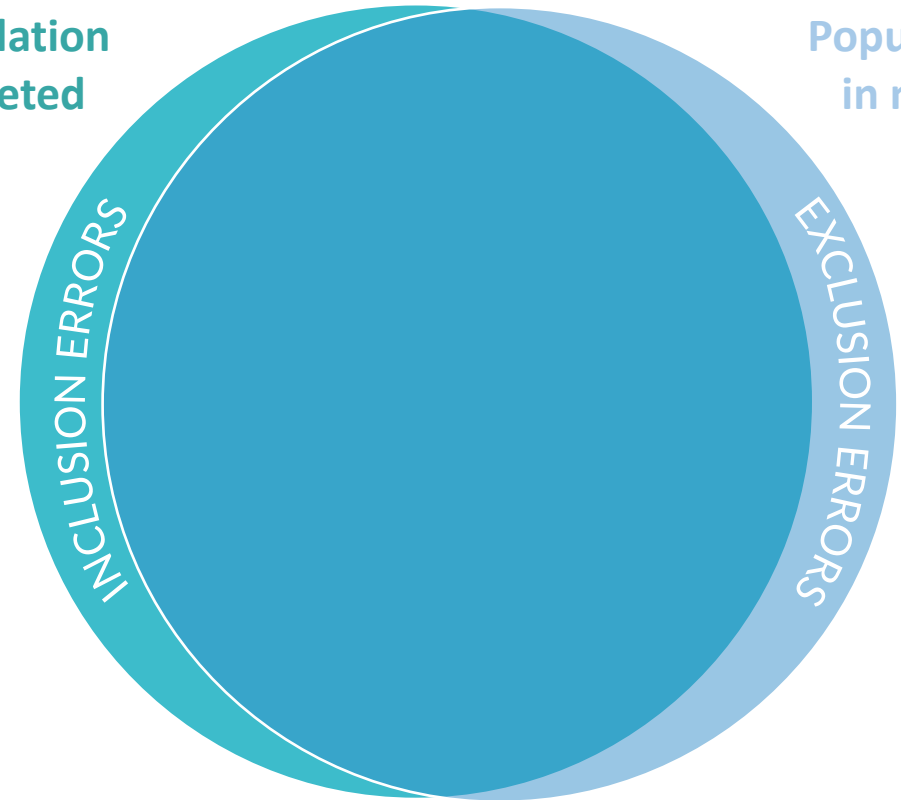
# No targeting method is perfect!



A combination of approaches is usually the most appropriate and effective

Population targeted

Population in need



# Factors to consider



Programme objective



Accuracy



Timeliness



Resources required



Data availability



Context



Risk of harm



Security and access



Accountability



Community engagement



Government engagement



Inclusion of invisible groups

# Targeting Methods



Blanket



Geographic



Community  
based



Self -Targeting

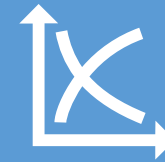
Data- Driven



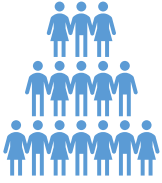
Categorical



Score card



Proxy- means  
testing (PMT)



# Blanket

All households of a defined area or an affected population are assisted

## Context

Usually applied in rapid-onset emergencies where a timely life-saving response outweighs accuracy, e.g. a climate shock or displacement

## Pros

- 👍 Allows for rapid response to a shock or crisis
- 👍 Reduces the risk of households in need not receiving assistance

## Cons

- 👎 Households that are not among the most vulnerable will receive assistance
- 👎 Can contribute to aid dependency and expectations that complicate future targeting





# Geographic

Beneficiaries selected based on their location

## Context

When vulnerable households are concentrated in defined geographic areas (e.g. camps, poor urban neighbourhoods)

## Pros

- 👍 Relatively easy to implement
- 👍 Easy to explain
- 👍 Useful where access challenges make household data collection difficult

## Cons

- 👎 Risks excluding vulnerable households living outside the targeted area
- 👎 High inclusion error within targeted areas
- 👎 Could be a pull factor for people to move



# Community-based

Community leaders and/or members define criteria and identify those eligible for assistance

## Context

Rural contexts, communities with a high level of cohesion

## Pros

- 👍 Easy to communicate
- 👍 Suitable where there strong sense of community
- 👍 Enhances ownership and buy-in of the affected population

## Cons

- 👎 Challenging in urban or new refugee populations
- 👎 Can be perceived as unfair or reinforce power imbalances
- 👎 Risks marginalizing stigmatized individuals or groups



# Self-targeting

Households or individuals apply for assistance if they consider themselves needy and fall into predefined criteria.

## Context

New assistance programmes with new entries and conditional programmes such as livelihood programmes

## Pros

- 👍 Choice to enroll or not
- 👍 Works better opting into assistance rather than opting out
- 👍 If implemented properly, low rate of exclusion errors

## Cons

- 👎 Requires very strong communication with communities
- 👎 People with protection risks may find it difficult to enroll
- 👎 Data provided not easily verifiable
- 👎 Risk of stigmatization of vulnerable groups



# Categorical

According to easily observable categories –for households or individuals such as sex of household head, dependency ratio, household size, etc.

## Context

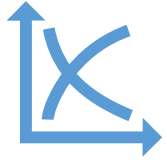
Works in rural and urban programmes, small and large groups, camp and non-camp settings

## Pros

- 👍 Easy way to reach most vulnerable groups
- 👍 Easy to communicate
- 👍 A straightforward way to include the most vulnerable individuals in a population

## Cons

- 👎 Unclear how to weight different indicators
- 👎 Can lead to high inclusion and exclusion errors
- 👎 Requires comprehensive and reliable information not always collected during registration



# Proxy-means testing (PMT)

Uses proxy indicators (such as household size, gender of the head of household, etc.) to predict vulnerability, where a score is generated using a *statistical model*

## Context

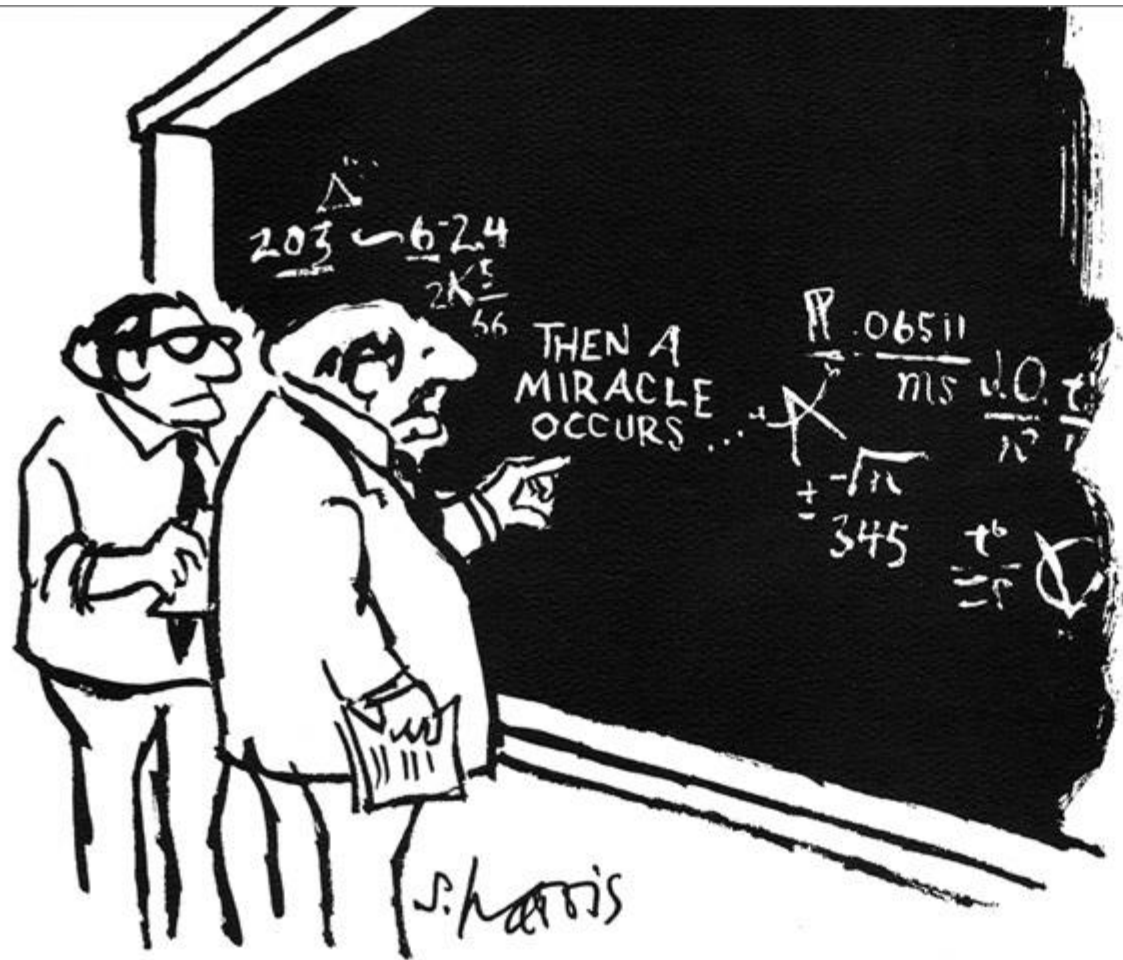
Larger refugee / IDP populations where household visits and community-based targeting are not feasible but a complete registration database exists

## Pros

- 👍 Cost efficient at scale (as uses a sample of households)
- 👍 Reduced respondent bias as based on verifiable characteristics
- 👍 Used by World Bank and many governments for the targeting of social welfare programmes

## Cons

- 👎 Associated with high exclusion errors
- 👎 Requires econometric expert
- 👎 Difficult to communicate to beneficiaries



"I THINK YOU SHOULD BE MORE EXPLICIT HERE IN STEP TWO."

# Proxy-means testing (PMT)

# Registration dataset all refugees

Assessment  
sample data

**Vulnerability**  
Socio-demographic  
indicators

Collected



Socio-demographic  
indicators

Collected



**Vulnerability**

Estimated/  
predicted



# Score-card

Based on multisector vulnerability score. Indicators and weights are defined jointly by relevant stakeholders. Usually requires household visits of the entire population.

## Context

Small populations where all households can be visited and when multisector vulnerability data is available

## Pros

- 👍 Buy-in from partners who participated in the scoring exercise
- 👍 Useful for including socio-economic criteria
- 👍 Does not require econometrics specialist, just experienced staff

## Cons

- 👎 Resources to undertake census
- 👎 Selection of criteria and weights not fully transparent
- 👎 Difficult to validate





Central African Refugees  
in Cameroon



Syrian Refugees  
in Lebanon



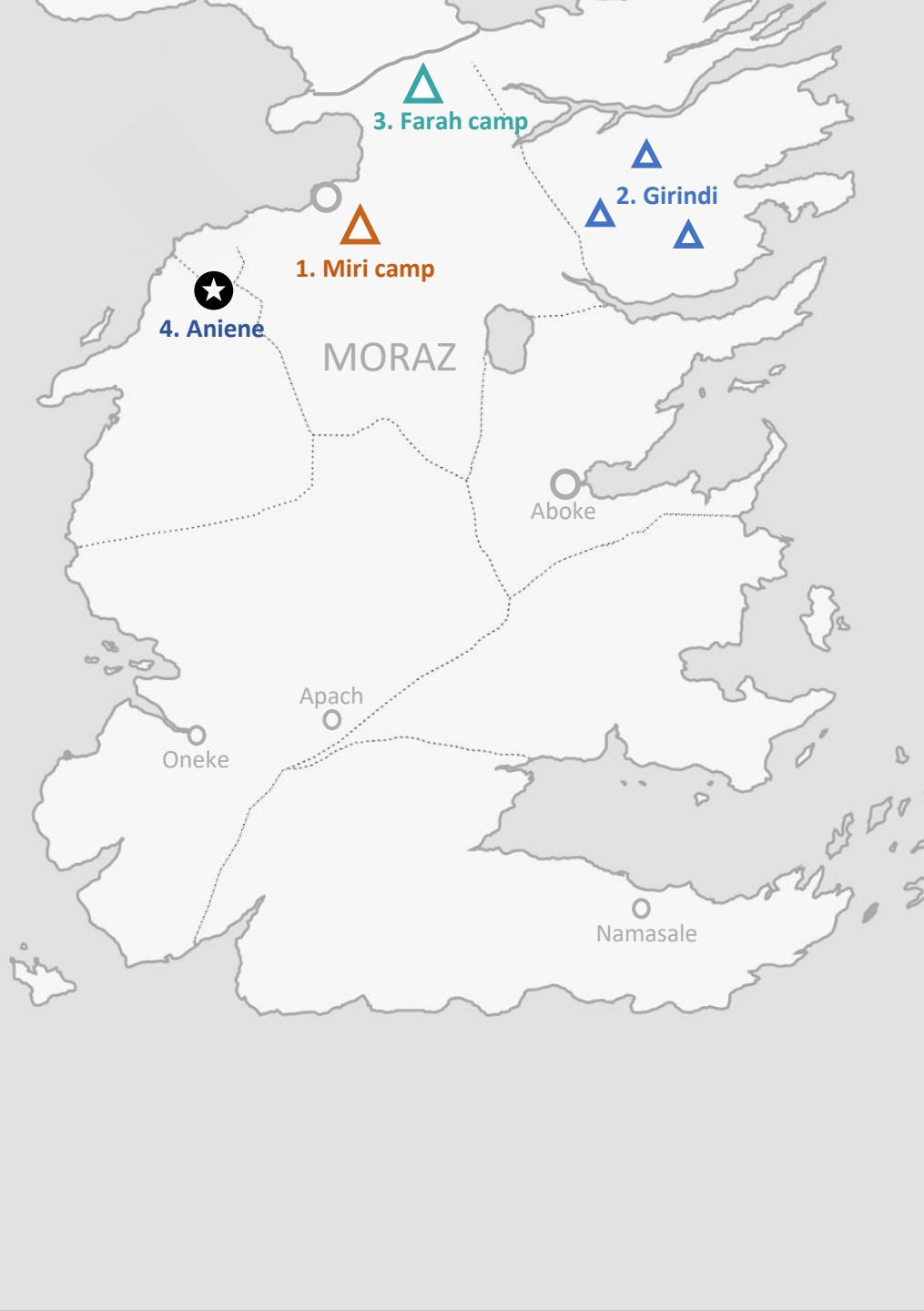
Afghan new arrivals  
in Iran



Refugees and asylum seekers  
in Costa Rica



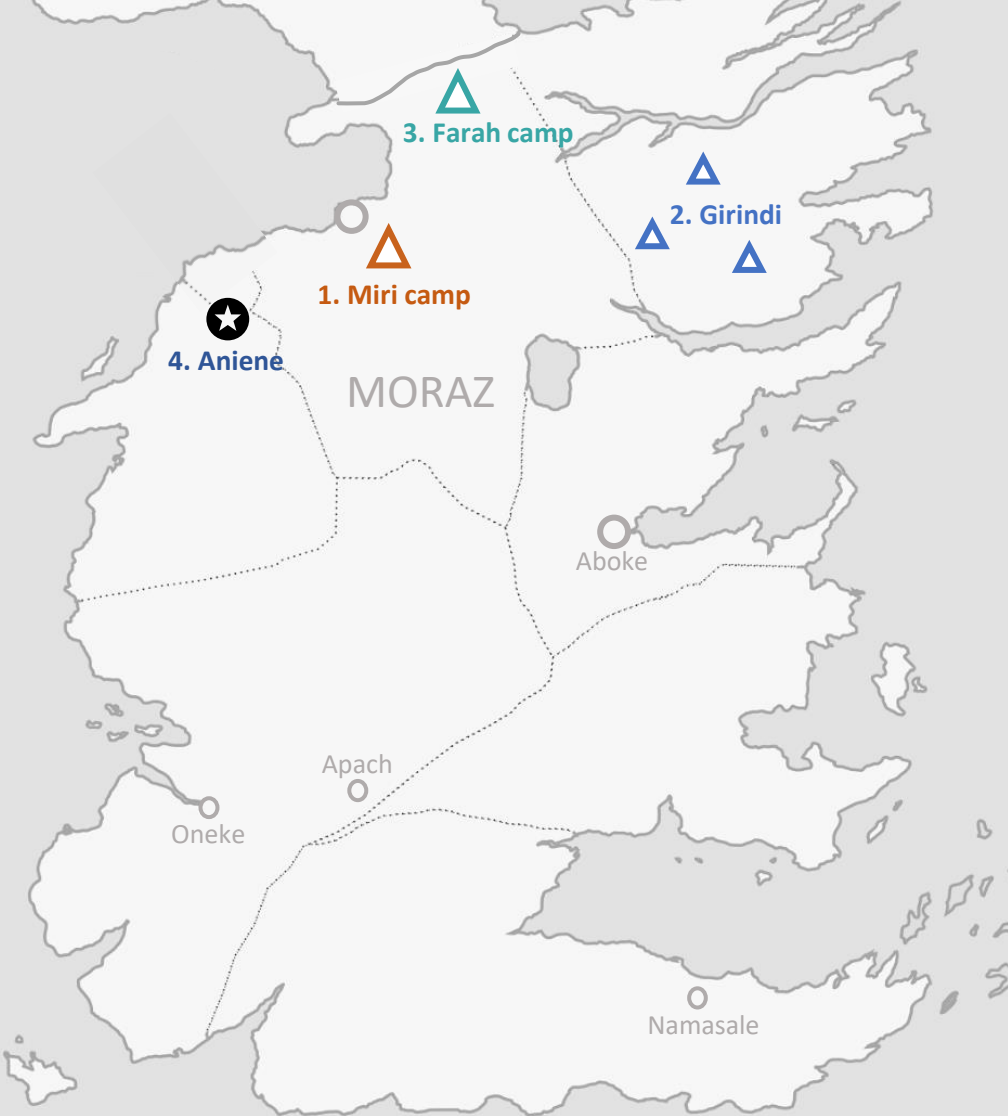
# Scenario



# Moraz scenario

UNHCR and WFP are developing a joint programme to deliver **multi-purpose cash to cover basic needs** in the region of Moraz.

There are four areas that are hosting refugees.



### Area 1 - Miri

**Context:** refugees in camps, proximity to urban area

**N. Refugees:** 50.000

**Basic needs:** 60% in need/highly vulnerable

### Area 2 - Girindi

**Context:** refugees in host communities, remote rural area with limited access to market

**N. Refugees:** 20.000

**Basic needs:** 86% in need/ highly vulnerable

### Area 3 - Farah

**Context:** refugees in camp in rural area, bordering neighbor country with security threats

**N. Refugees:** 30.000

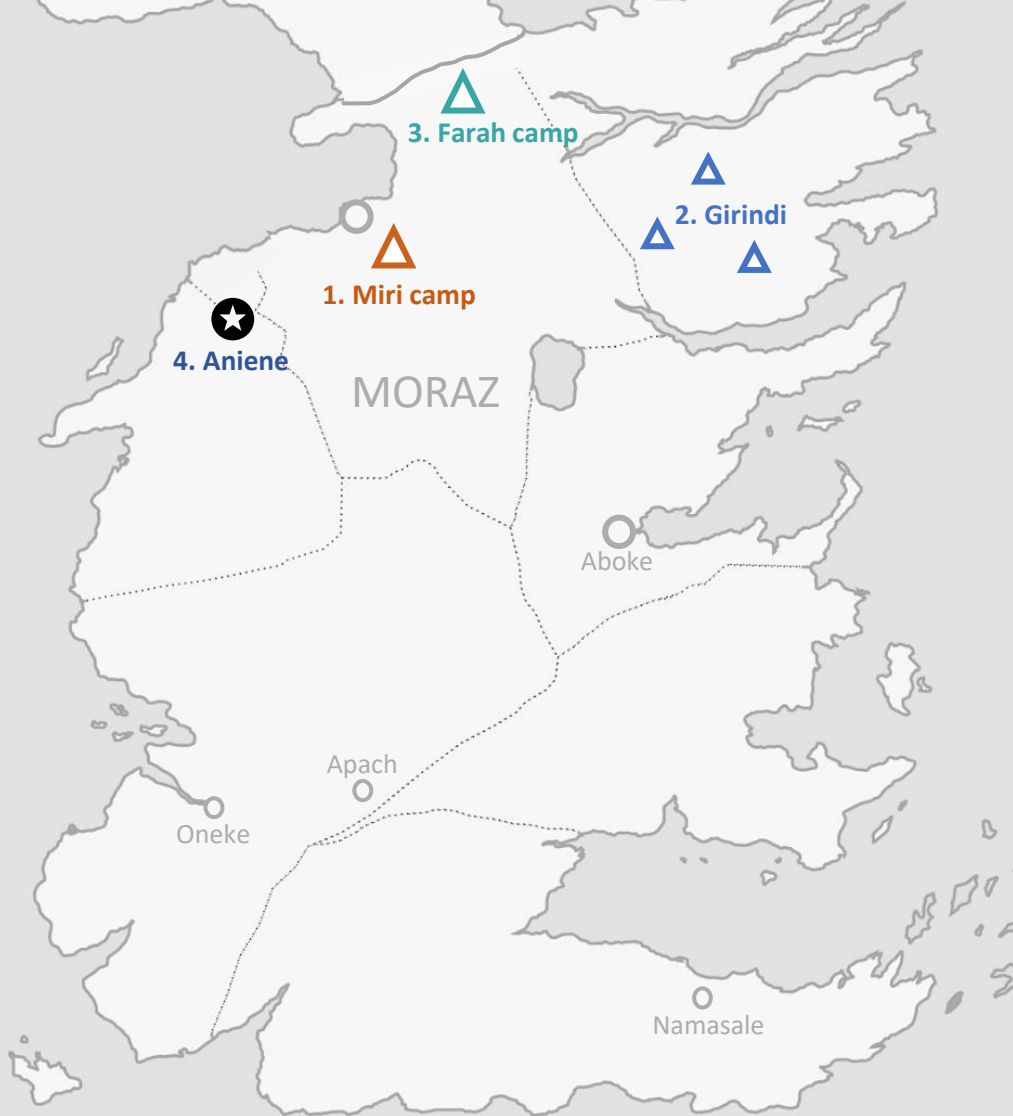
**Basic needs:** 80% in need/ highly vulnerable

### Area 4 - Aniène

**Context:** urban refugees in the capital, frequent employment opportunities

**N. Refugees:** 10.000

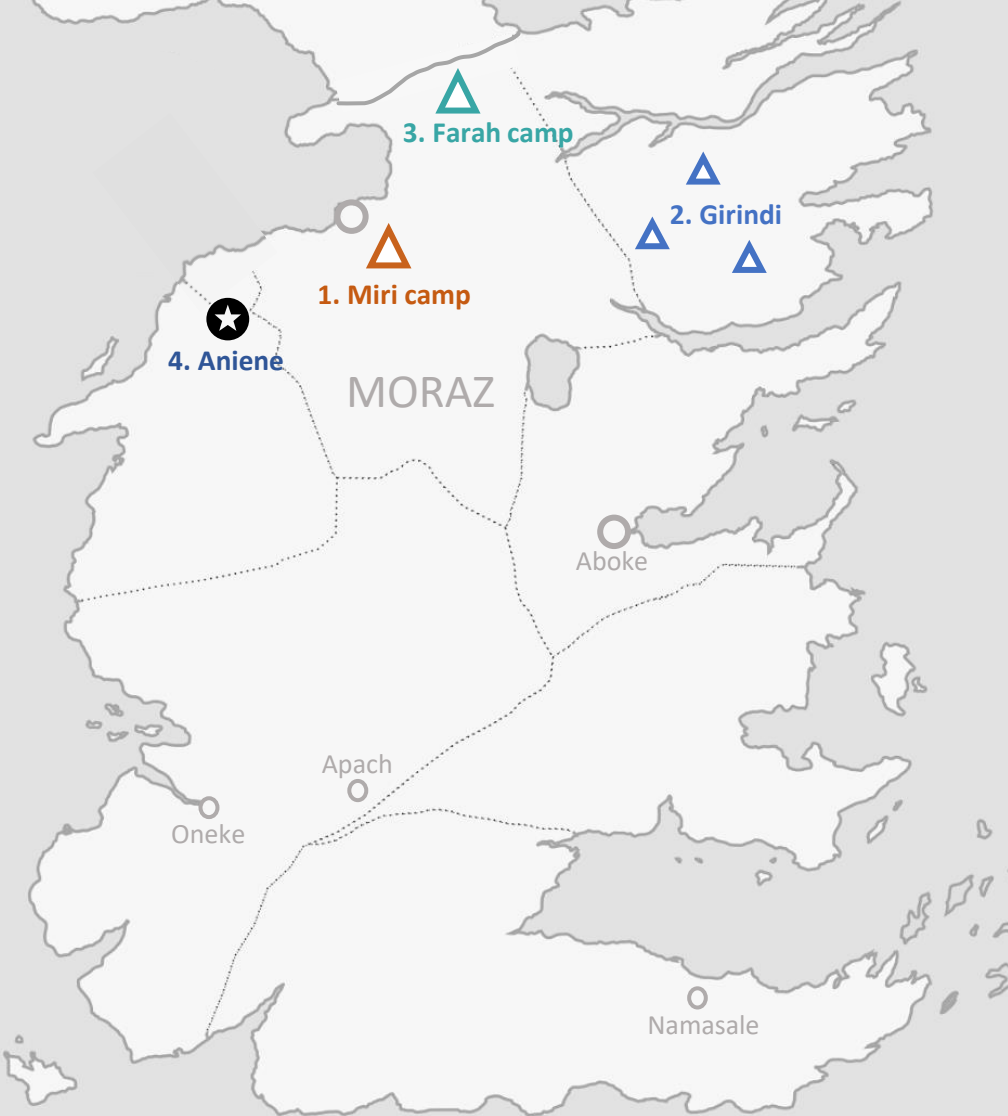
**Basic needs:** 30% in need and highly vulnerable



# Moraz scenario

**Which targeting method(s) would you use to assist the refugees in your area? And why?**

**15-minute breakout group discussion**



### Area 1 - Miri

**Context:** refugees in camps, proximity to urban area

**N. Refugees:** 50.000

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**Basic needs:** 30% in need and highly vulnerable



## So far, you have



Collected and analysed assessment data



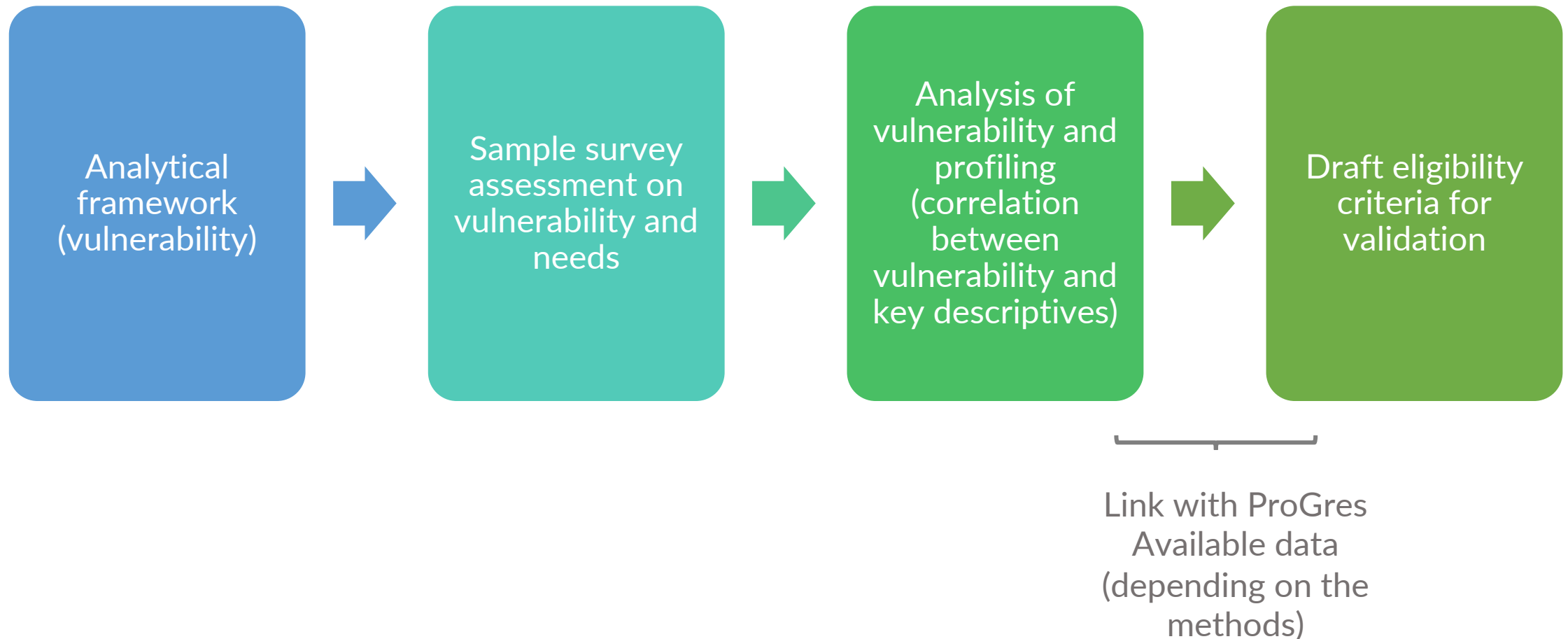
Decided that targeting is appropriate



Agreed on a targeting method suitable for the context

Now, you need to **select eligibility criteria to identify the population to assist**

# Analytical process: from data to identification of eligibility criteria





# Measuring household vulnerability

Combination of **outcome indicators**:

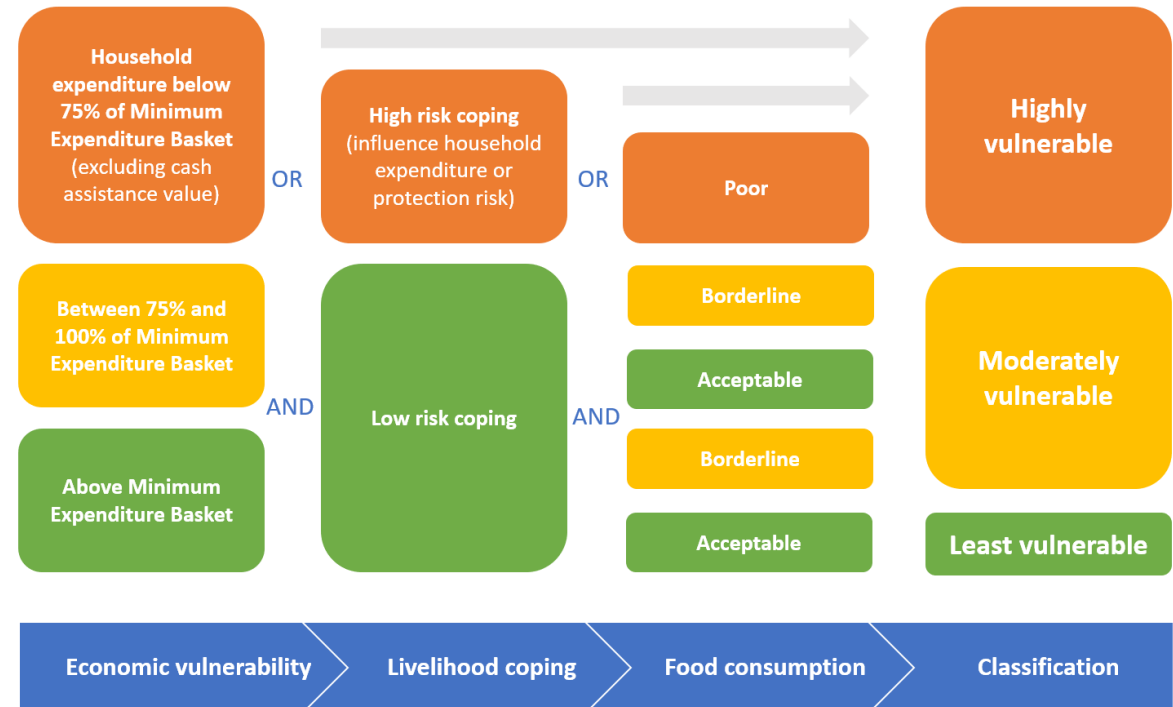
**Food security:** Food Consumption Score (FCS)

**Protection:** Livelihood Coping Strategies (LCS)

**Economic capacity:** Economic capacity to meet essential needs (ECMEN)



**Vulnerability levels**














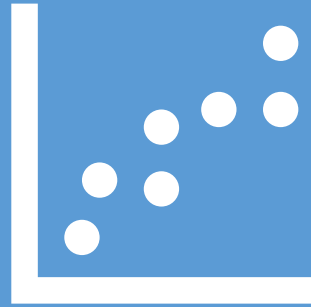
# Eligibility criteria

Identify the population to be assisted

**Characteristics of the population that are strongly associated with vulnerability, or best predict vulnerability**

# Good eligibility criteria should be

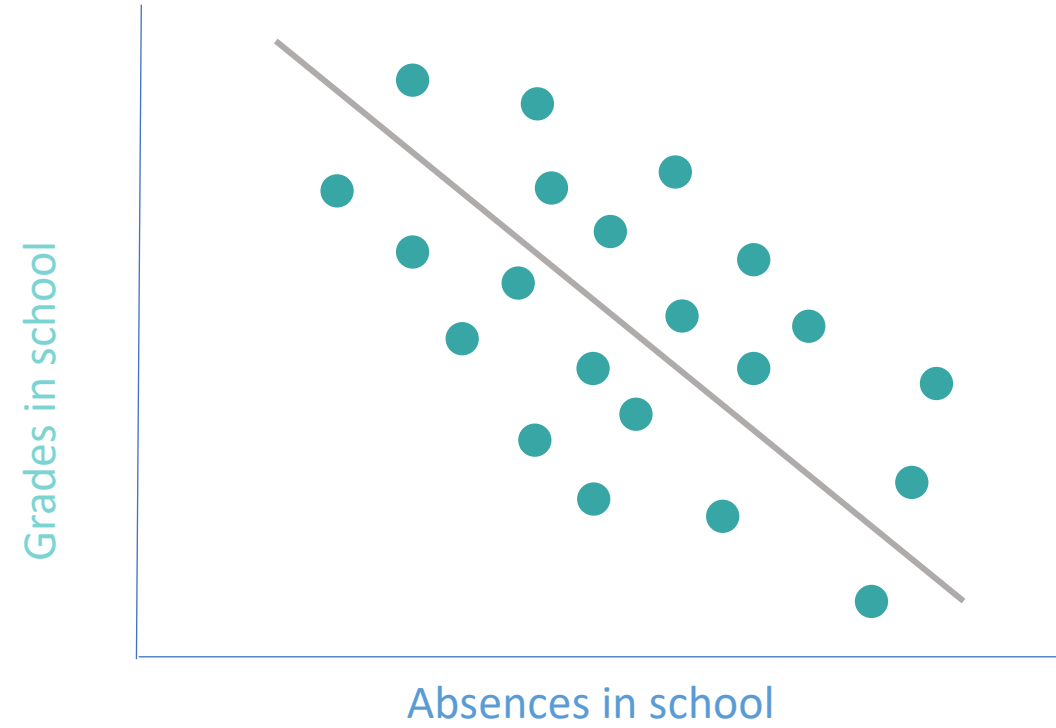
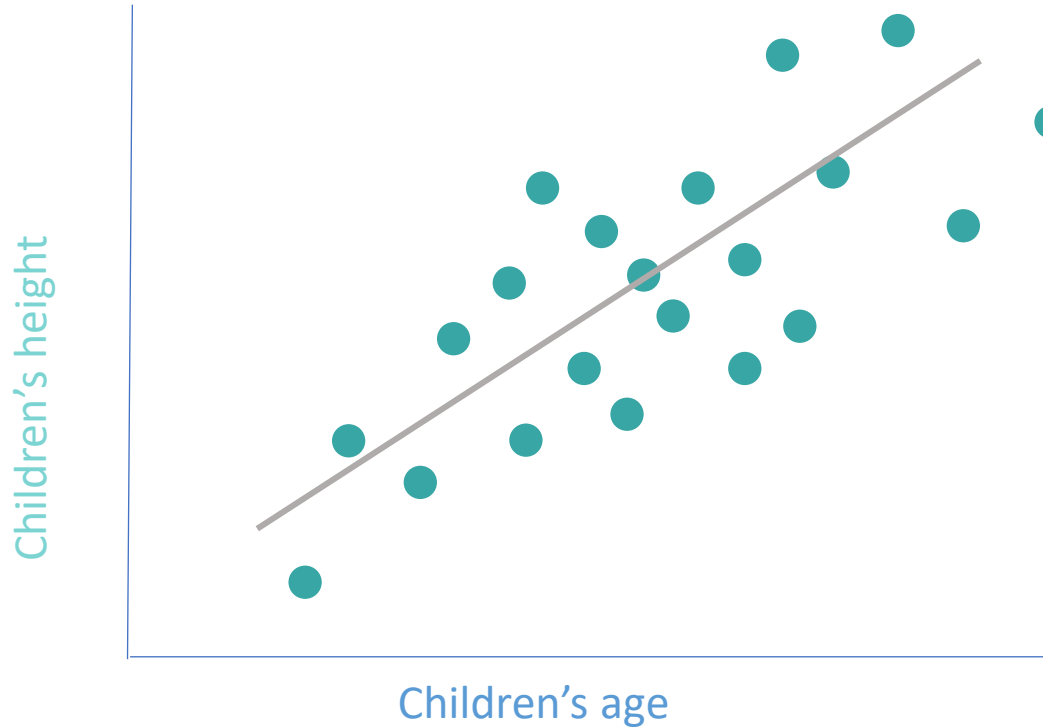
-  **Evidence-based** – Informed by vulnerability analysis;
-  **Protection sensitive** – Not contributing to exclusion/marginalization
-  **SMART** - Specific, Measurable, Agreed, Relevant, and Timely
-  **Feasible** - Given time, resources and capacities available
-  **Transparent** and easy to communicate
-  **Acceptable** to beneficiaries/communities
-  **Objectively verifiable** - Can be checked and challenged by staff/communities
-  **Operationally practical** - Aligned with existing criteria
-  **Regularly updated** – Refined based on monitoring



**Using correlation with vulnerability to  
identify potential eligibility criteria**

# CORRELATION

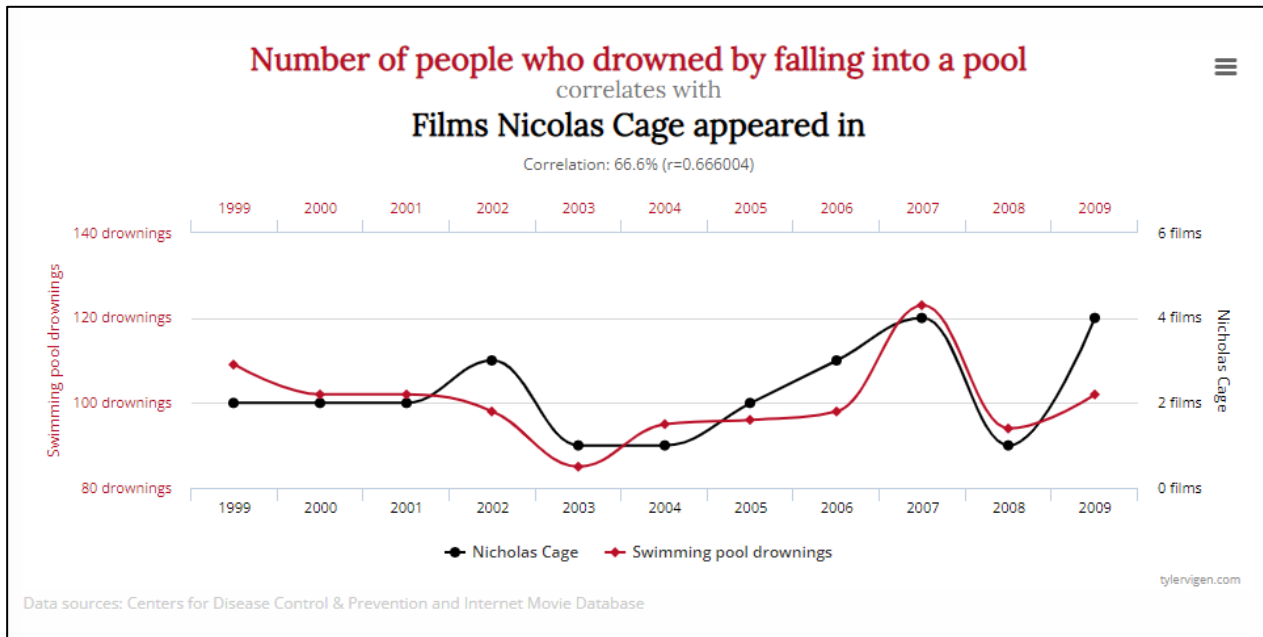
## IN VULNERABILITY ANALYSIS



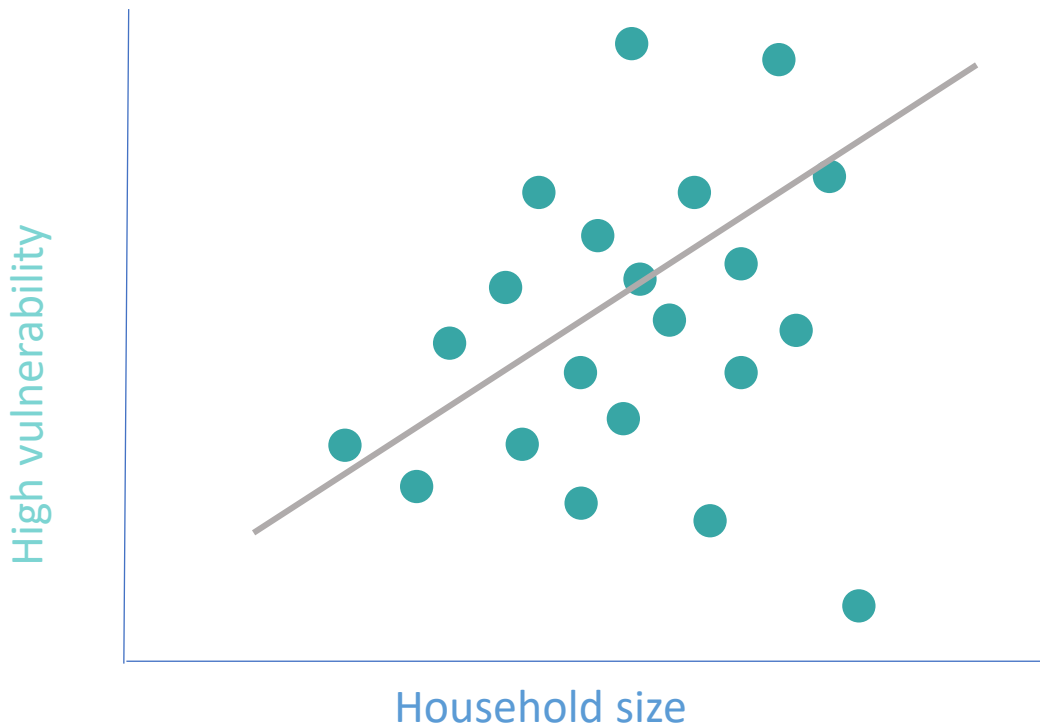
Statistical measure that expresses the extent to which two **variables or indicators are related**

# CORRELATION IN VULNERABILITY ANALYSIS

- Make sure **context** supports correlation
- **Correlation  $\neq$  causality**



# CORRELATION IN VULNERABILITY ANALYSIS



# Gold standard

Vulnerability outcome indicators should not be used as direct eligibility criteria, as they are:



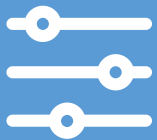
Rarely available for a whole population in proGres



Too dynamic and subject to fluctuations over time



Hard to verify



Critical to monitoring

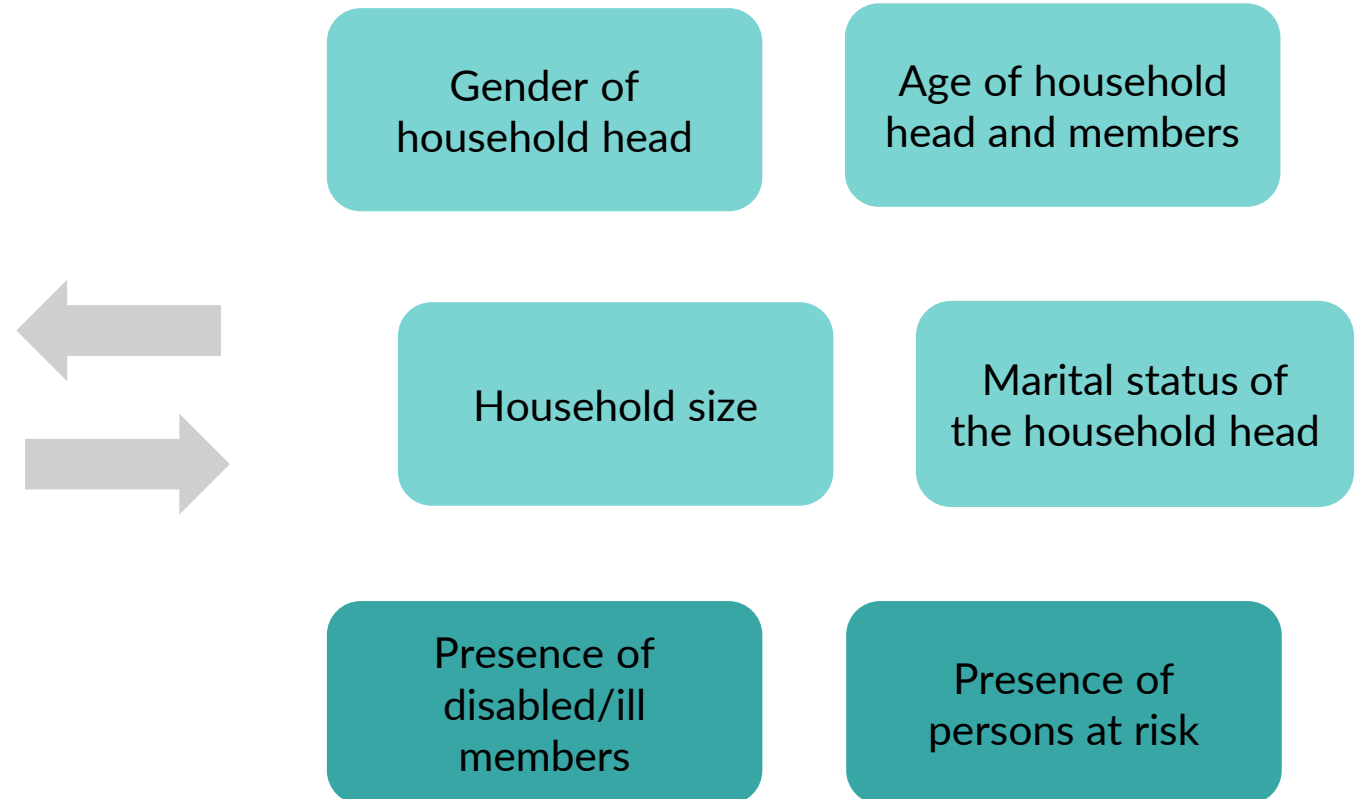


# Eligibility criteria and their relationship with vulnerability

Outcome:  
Household Vulnerability



Eligibility criteria:  
Example characteristics that predict vulnerability





## Eligibility criteria and registration data

Select criteria available for the population in proGres such as **socio-demographic characteristics** (age, sex, household size)

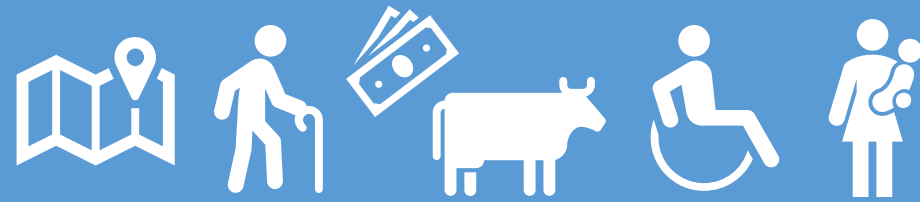
### Example: Working situation



A household's **income source** can be a good predictor of **vulnerability**.



But this data is rarely available in proGres.



# Examples of eligibility criteria



# Geographic



Camps



Poor neighborhoods



Areas affected by hazards such as high levels of displacement, flooding, drought





## Community-based

Criteria defined based on community consultations (e.g. wealth ranking), such as:



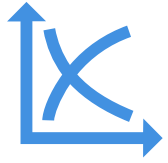
Access to land



Livestock or other productive assets



Demographic criteria, such as single parents



# Proxy-means testing (PMT)



# Categorical

ProGRES data associated with socio-economic vulnerability



Household size



Sex of principal applicant



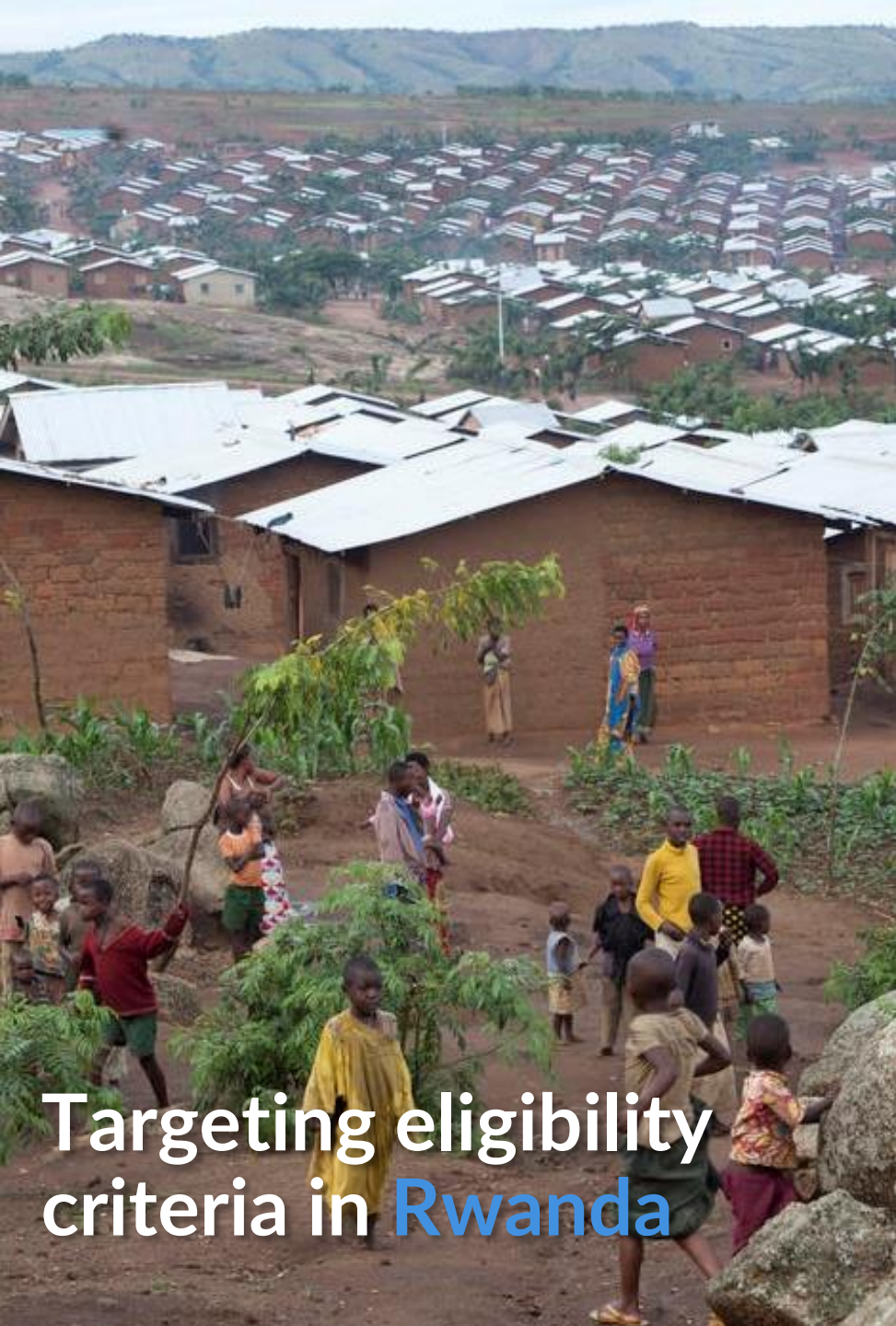
Dependency ratio



Arrival date



Specific needs



# Targeting eligibility criteria in Rwanda

## SOCIO-DEMOGRAPHIC



Households that have a high number of dependents (dependency ratio  $\geq 2$ )



Single headed household with children below 5 years



Single female headed household



Household head with no education



Household with 8 or more members



Household with 2 or more female children aged 0-17 years

## PROTECTION



Household with 1 or more disabled or chronically sick members.



Household with member at risk based on UNHCR classification (such as an unaccompanied minor, or older person living alone).



## WORKING CAPACITY



Presence of adult men of working age (18-59 years) who are able to work.

## VULNERABILITY GROUPS AND ASSISTANCE PACKAGES

### HIGHLY VULNERABLE

#### 100% FOOD ASSISTANCE

- One or more members falling under **protection criteria** or,
- Two or more **socio-demographic criteria**, or
- One socio-demographic criteria but **without any adult male members** aged 18-59 years able to work.

### MODERATELY VULNERABLE

#### 50% OF FOOD ASSISTANCE

- One socio-demographic criteria and no other criteria with adult male working capacity in the household, or
- Households not meeting any of the above criteria, but without any adult male members aged 18-59 years able to work.

### LEAST VULNERABLE

#### NO FOOD ASSISTANCE

Households that do not meet any of the eligibility criteria and have one or more male members aged 18-59 years who are able to work.





# Self-targeting

Criteria based on own **perception of wellbeing** or informed by **specific programme objectives**





# Score-card



## Living conditions

Income sources, asset ownership, housing conditions



## Protection

Cases identified by protection staff



## Education

Literacy of household head, school enrolment/retention, etc.



## Health

Disabilities, malnutrition, etc.



Next ▶▶



Validating the  
methods and  
criteria